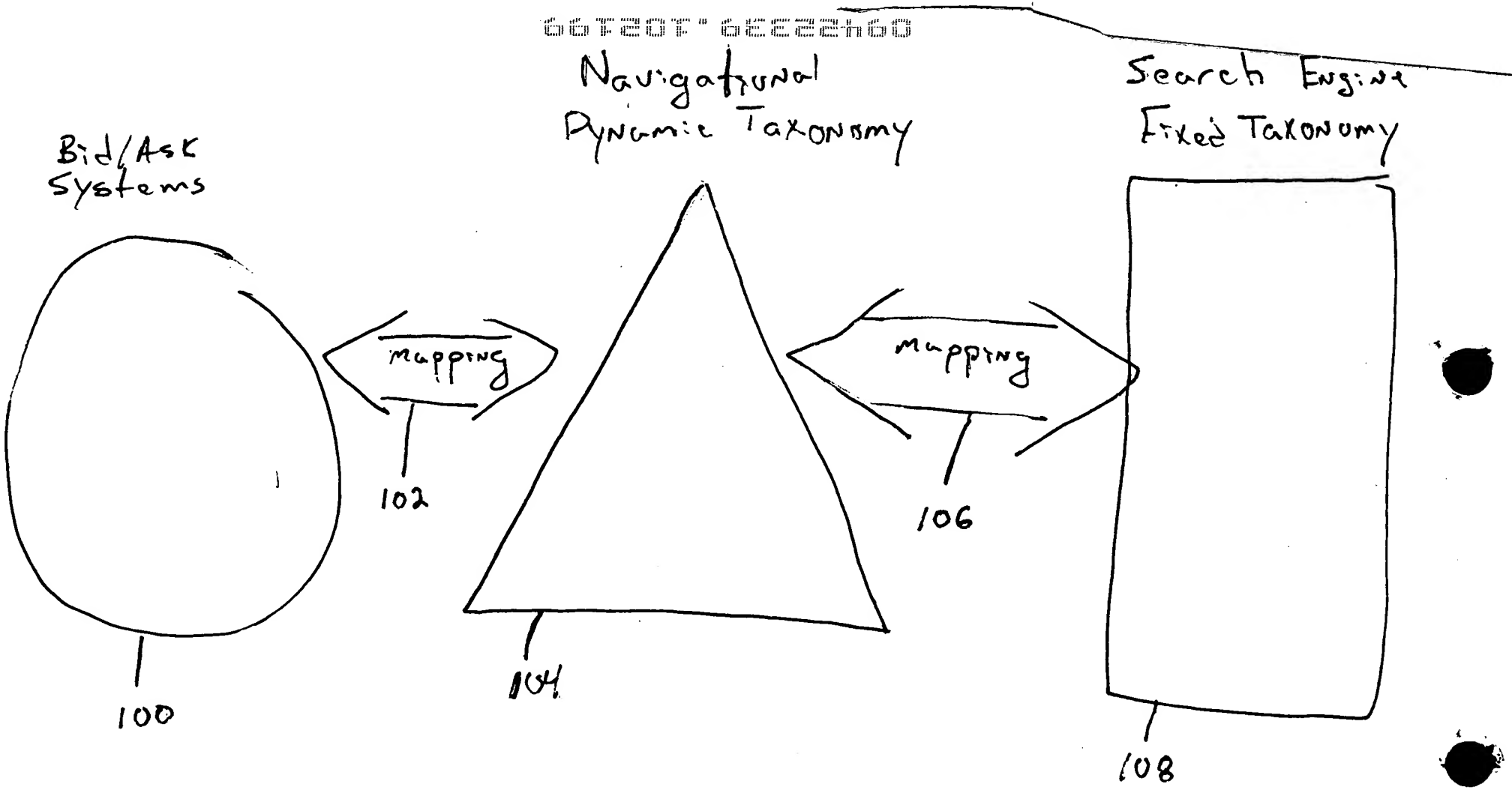

Navigational
Dynamic Taxonomy
Search Engine
Fixed Taxonomy
Bid/Ask
Systems
mapping
mapping
100
102
104
106
108

Figure 1

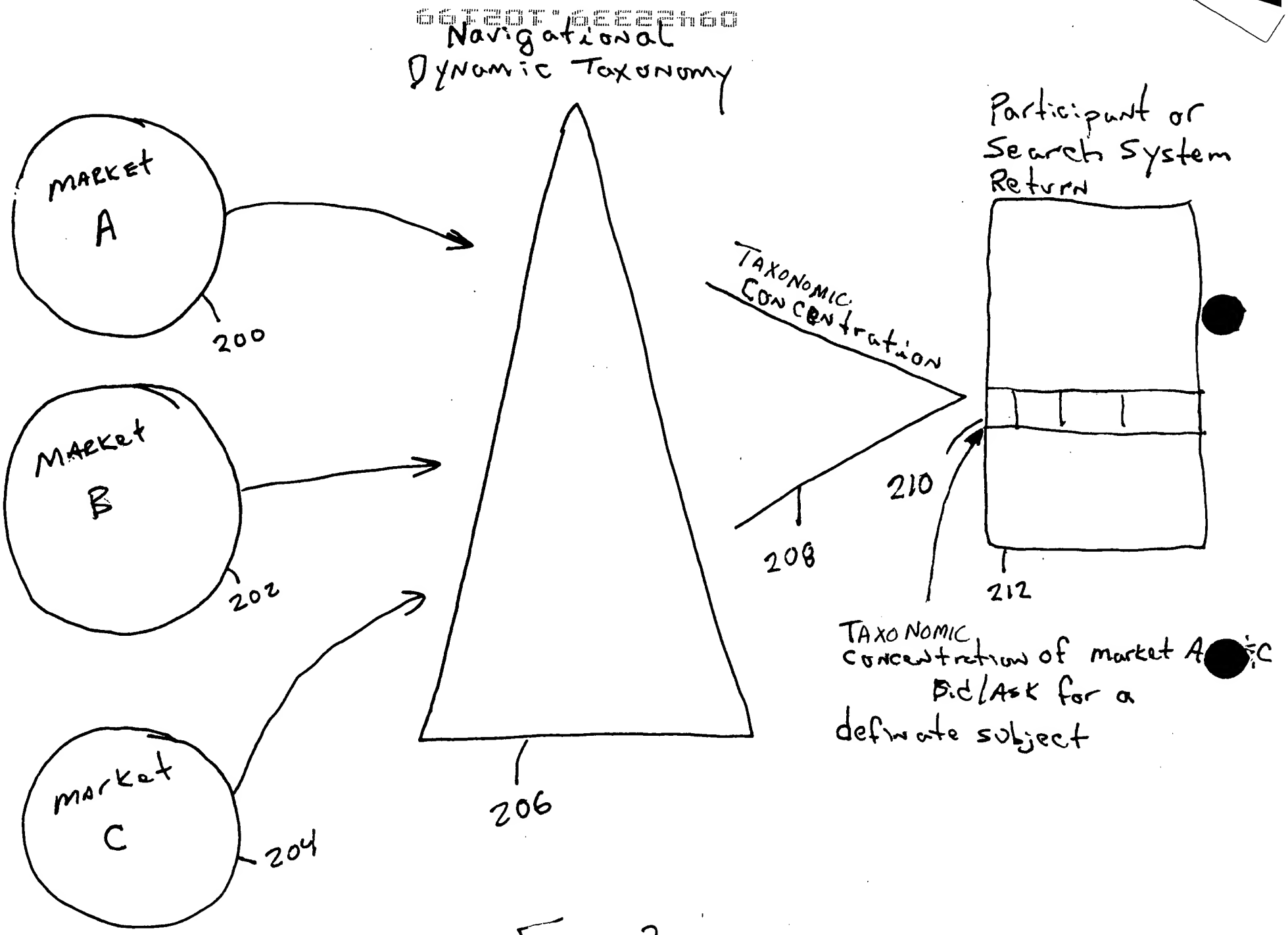

Navigational
Dynamic Taxonomy
Market
A
200
Market
B
202
market
C
204
206
Taxonomic
Concentration
208
Participant or
Search System
Return
210
212
Taxonomic
Concentration of market A
Bid/Ask for a
definate subject

Figure 2

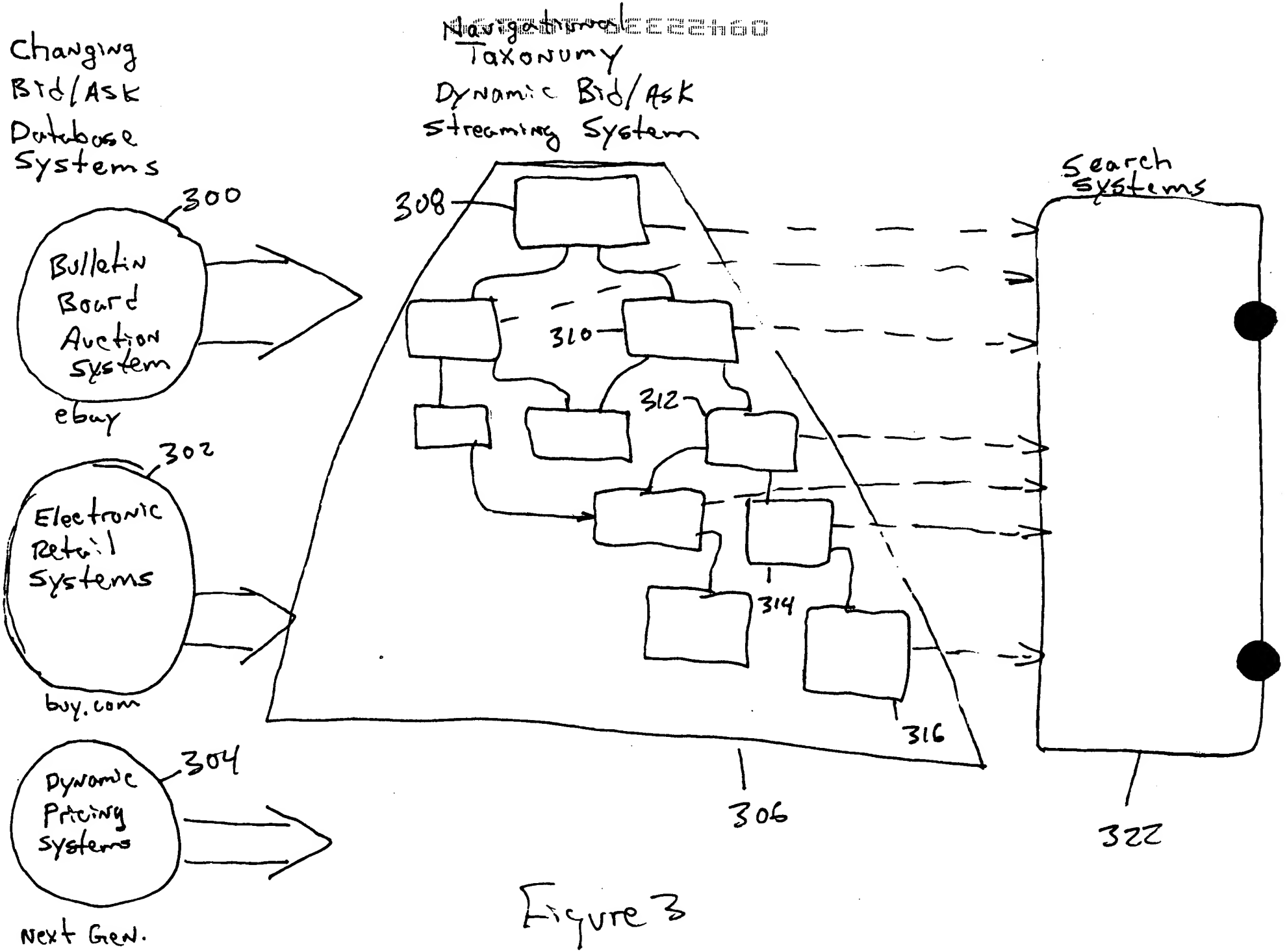

Changing Bid/Ask Database Systems
Navigational Taxonomy
Dynamic Bid/Ask Streaming System
Search Systems
300
Bulletin Board Auction System
ebay
302
Electronic Retail Systems
buy.com
304
Dynamic Pricing Systems
Next Gen.
308
310
312
314
316
306
322

Figure 3

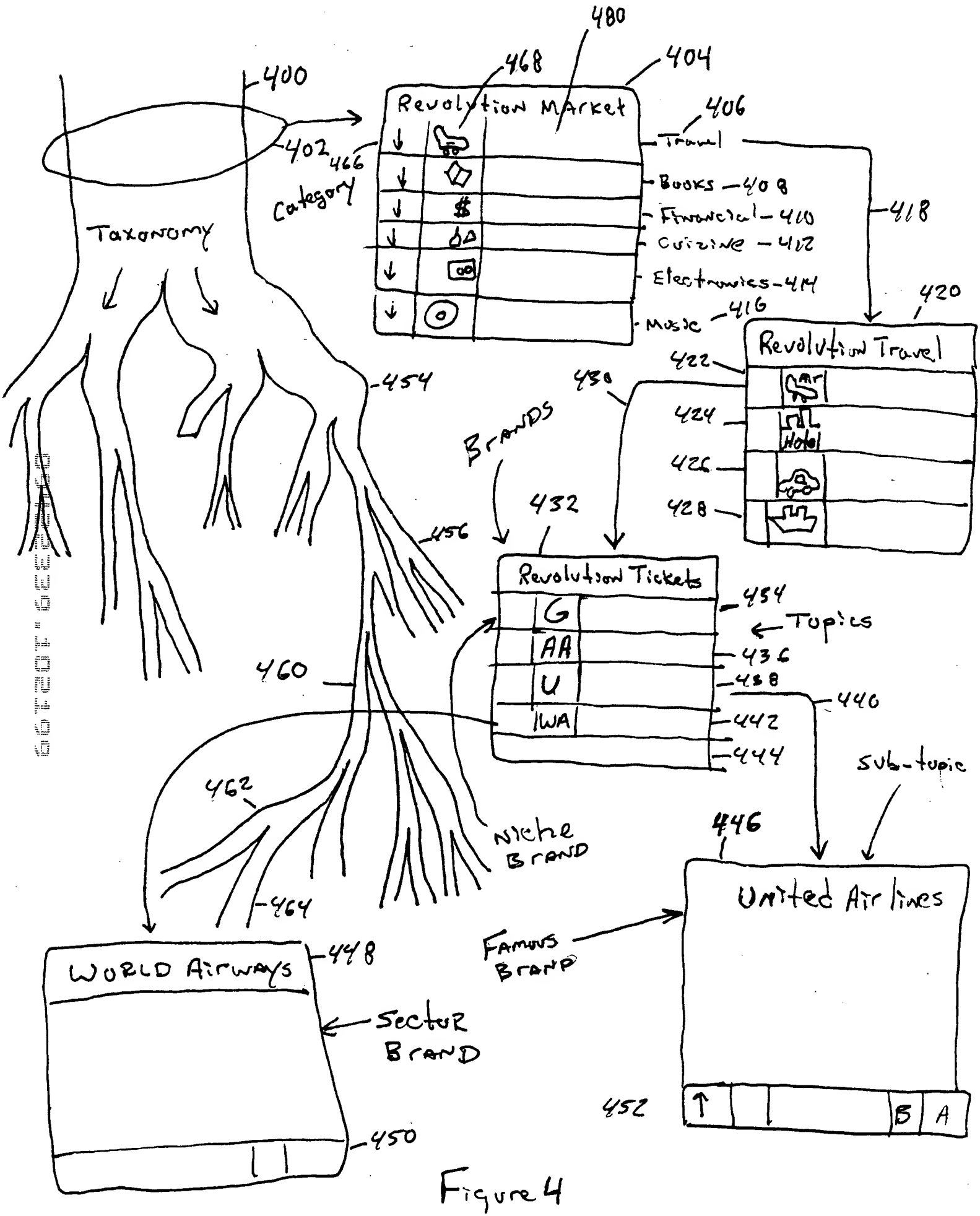

Dynamic Navigation
480
468
404
400
Revolution Market
406
Travel
402
466
Category
Books
Financial
Cuisine
Electronics
Music
418
Taxonomy
420
416
Revolution Travel
422
430
454
424
Hotel
426
428
Brands
456
432
Revolution Tickets
454
Topics
G
AA
U
IWA
436
438
440
460
442
444
462
Niche Brand
464
Sub-topic
446
United Airlines
Famous Brand
448
World Airways
Sector Brand
452
B
A
450

Figure 4

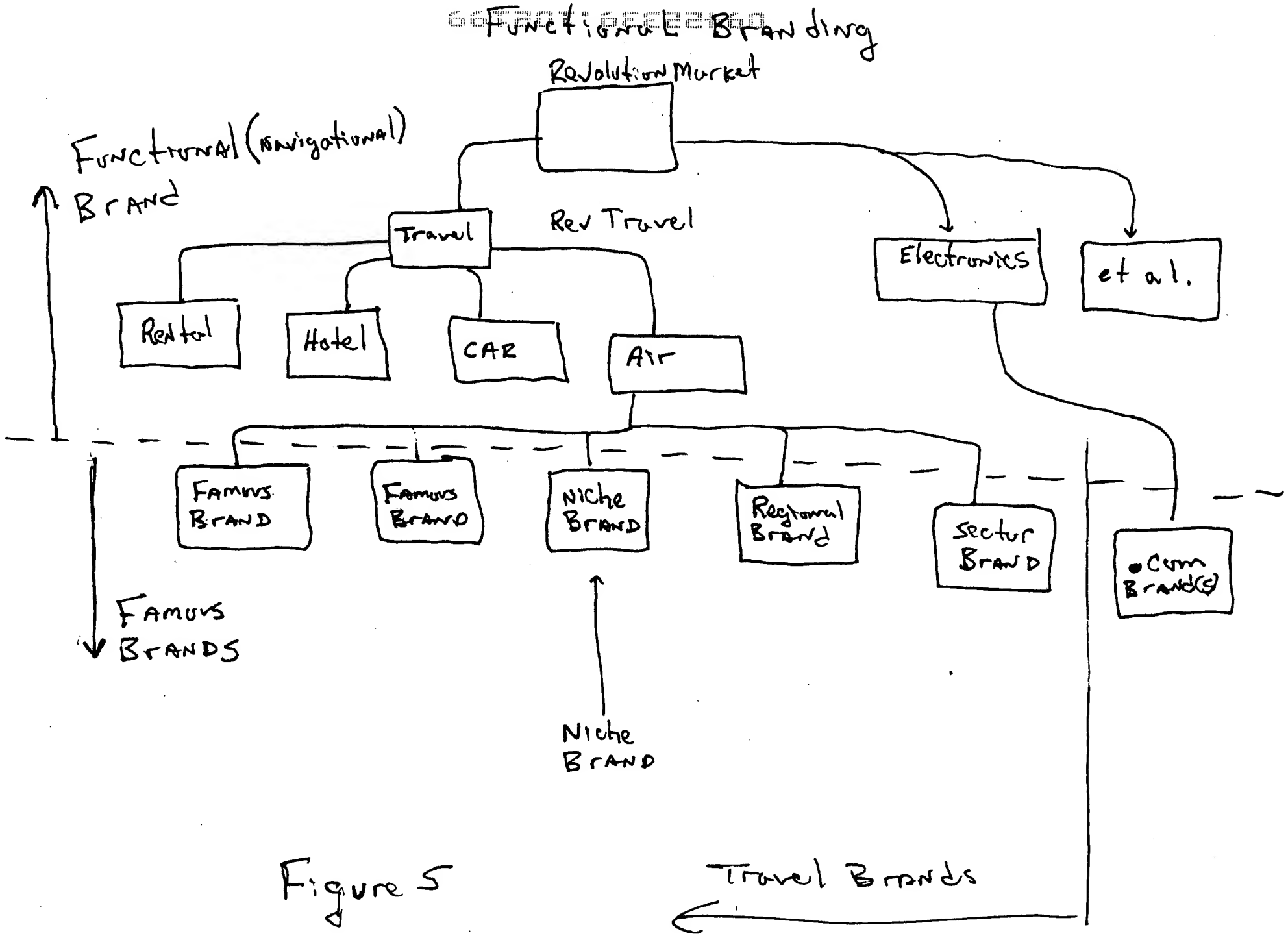

Functional Branding
Revolution Market
Functional (navigational) Brand
Travel
Rev Travel
Electronics
et al.
Rental
Hotel
CAR
Air
Famous Brand
Famous Brand
Niche Brand
Regional Brand
Sector Brand
Com Brand(s)
Famous Brands
Niche Brand
Travel Brands

Figure 5

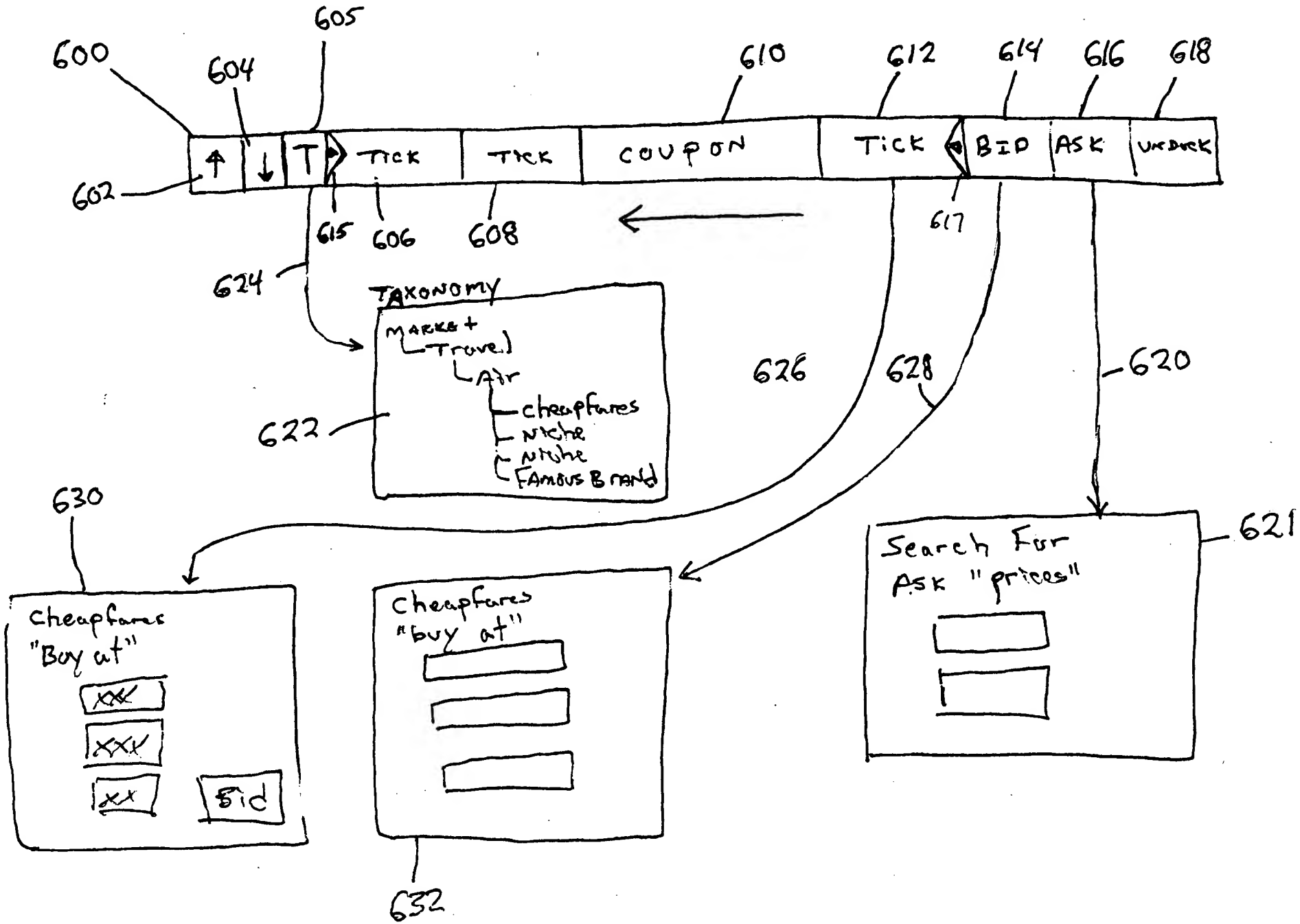
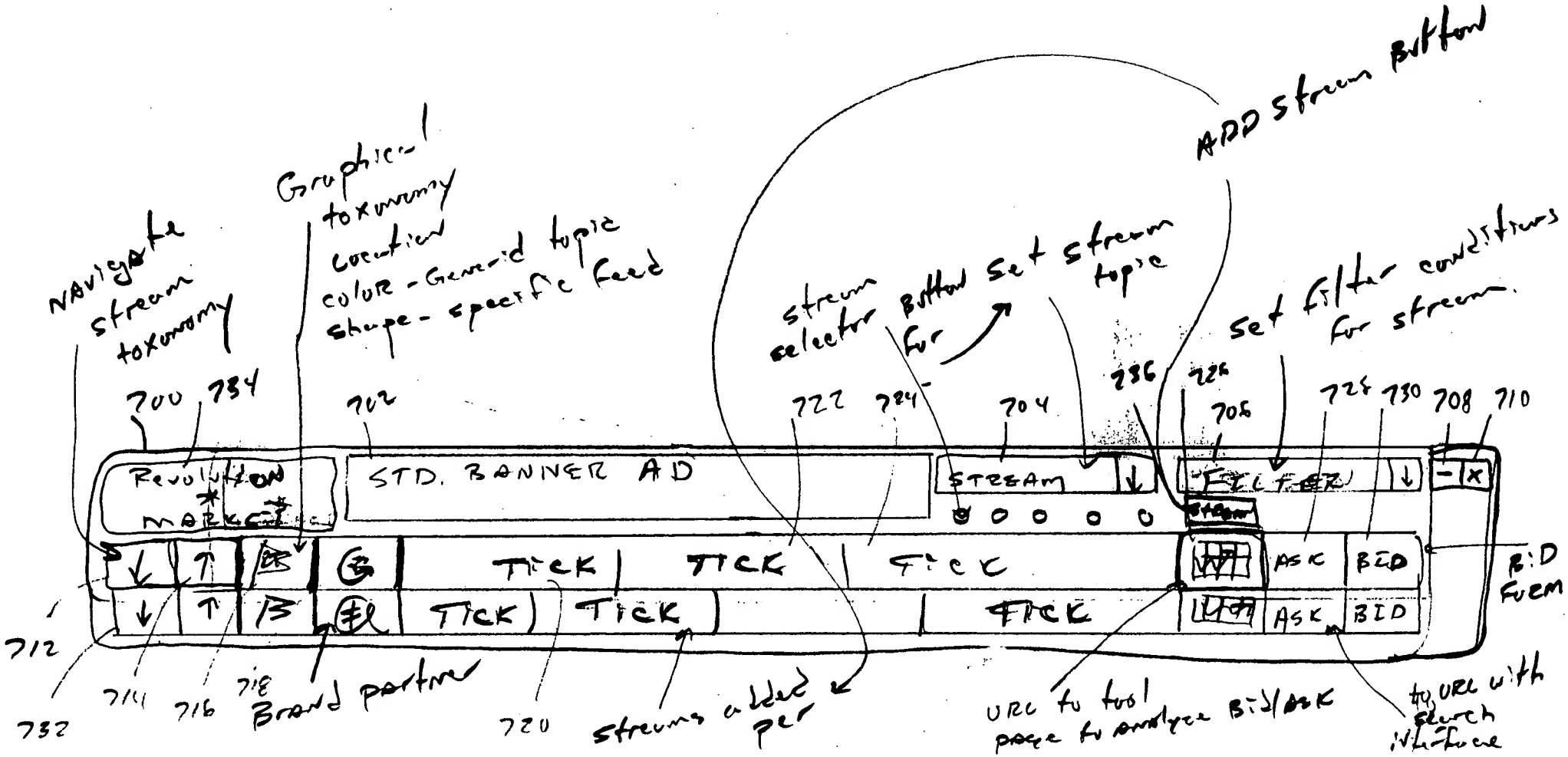

600
602
604
605
610
612
614
616
618
T
TICK
TICK
COUPON
TICK
BID
ASK
UNDARK
615
606
608
617
624
TAXONOMY
MARKET
TRAVEL
AIR
CHEAPFARES
NICHE
NICHE
FAMOUS BRAND
622
626
628
620
630
CHEAPFARES
"BUY AT"
BID
CHEAPFARES
"BUY AT"
632
SEARCH FOR
ASK "PRICES"
621

Figure 6

Functional Branding Docking Bar

Figure 7.



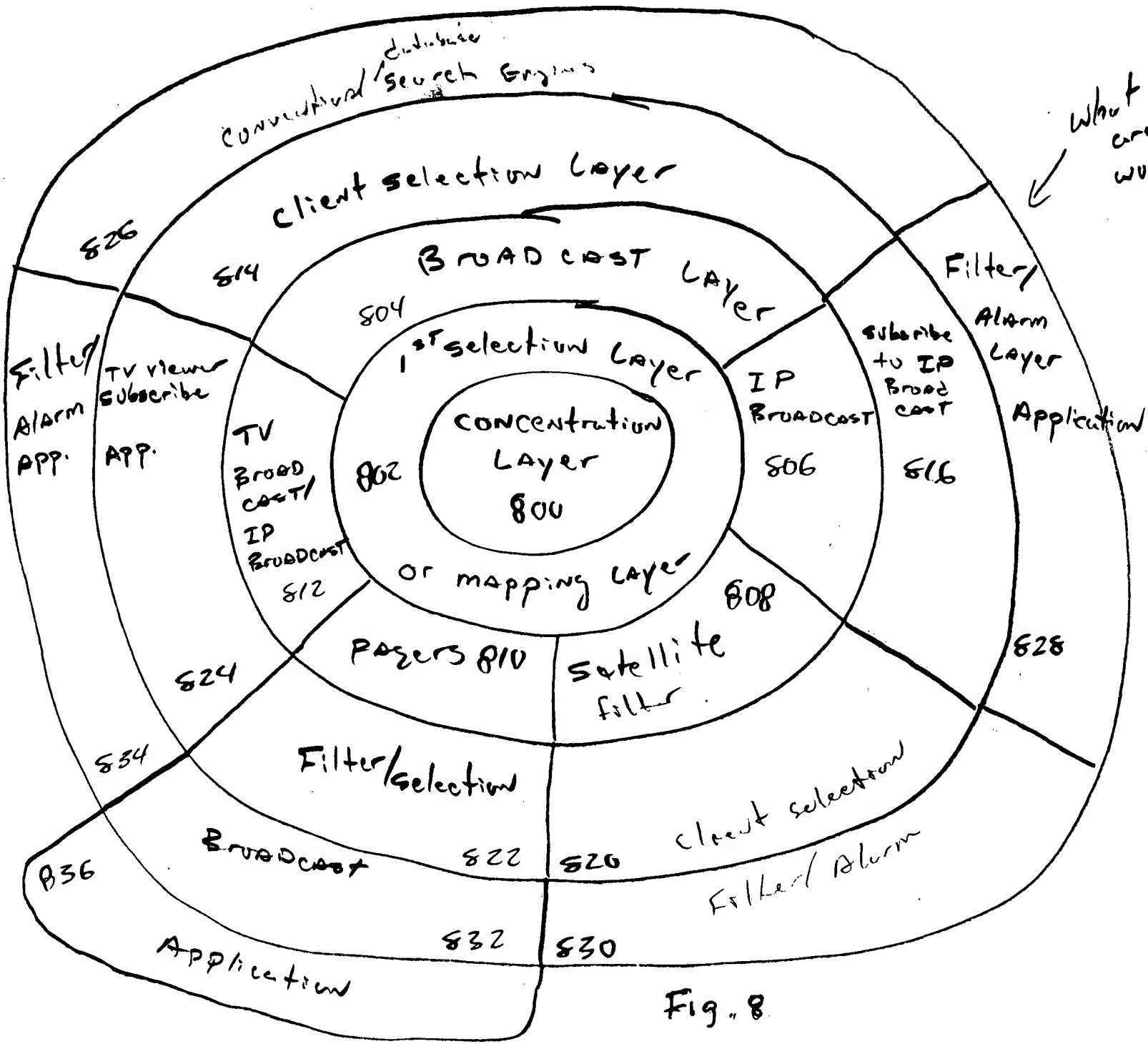

826
814
804
802
806
816
812
808
828
824
834
822
820
836
832
830
Conventional/ database search Engines
client selection Layer
BROADCAST LAYER
1st selection Layer
CONCENTRATION LAYER
800
or mapping LAYER
Filter/ Alarm Layer Application
Subscribe to IP Broadcast
IP BROADCAST
TV BROADCAST/ IP BROADCAST
TV viewer Subscribe APP.
Filter/ Alarm APP.
PAGERS
Satellite filter
Filter/selection
Broadcast
client selection
Filter/ Alarm
Application
What we are working on.

Fig. 8

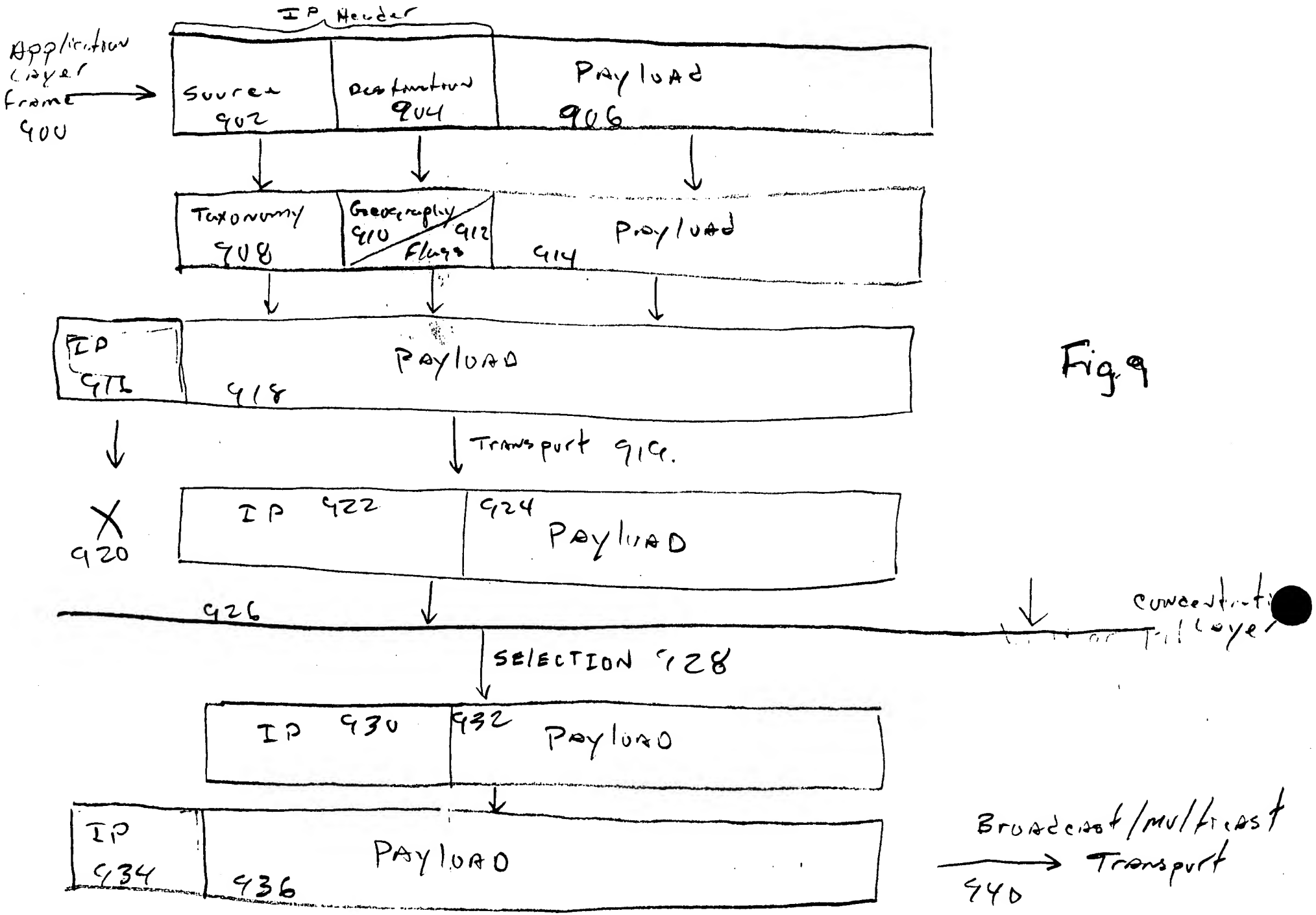

IP Header
Application layer frame 900
Source 902
Destination 904
Payload 906
Taxonomy 908
Geography 910
Flags 912
Payload 914
IP 916
Payload 918
Transport 916
X 920
IP 922
924
Payload
926
SELECTION 928
IP 930
932
Payload
IP 934
Payload 936
Broadcast/multicast Transport 940

Fig 9

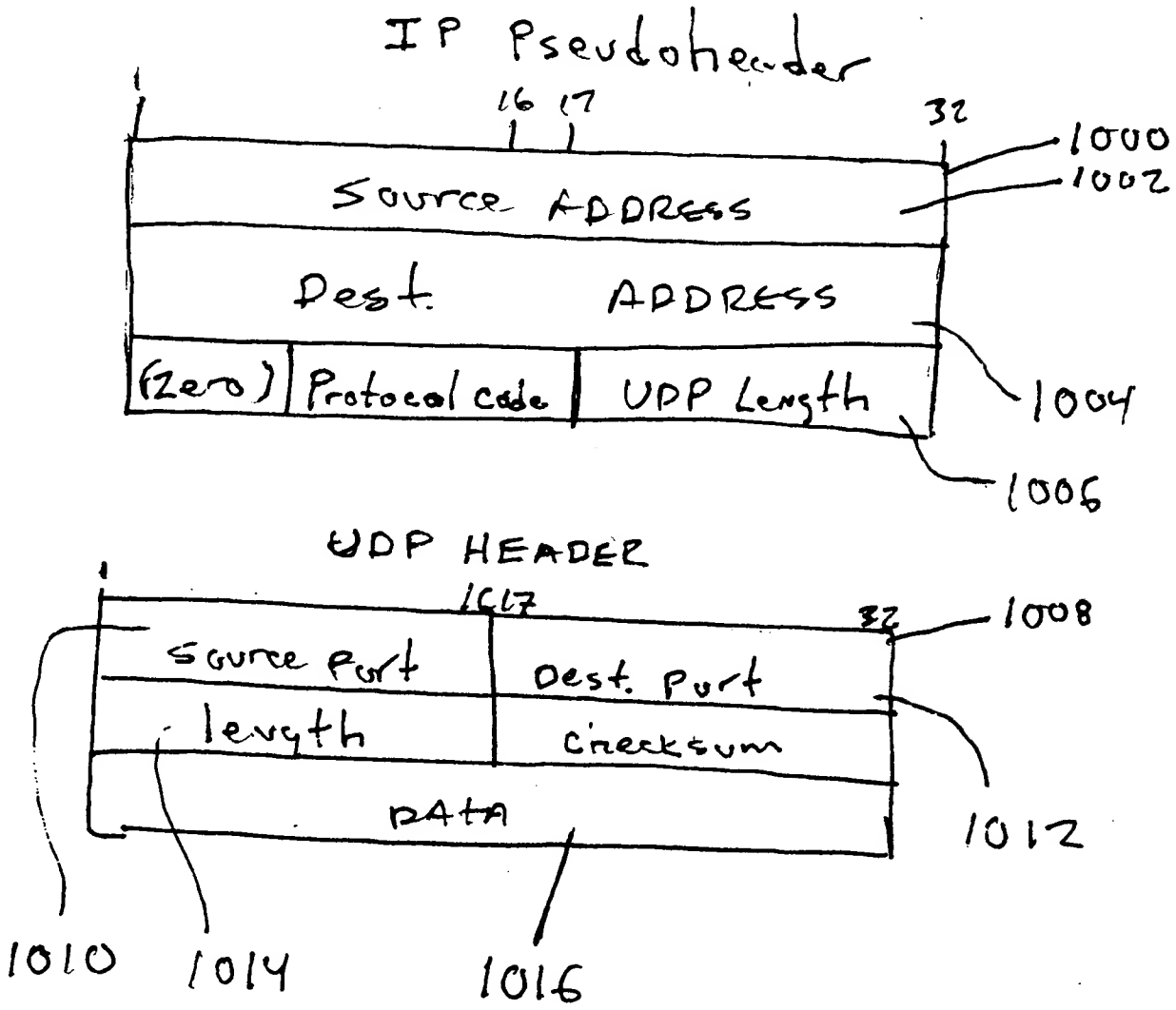

IP Pseudoheader
1
16
17
32
1000
1002
Source ADDRESS
Dest. ADDRESS
(zero)
Protocol code
UDP Length
1004
1006
UDP HEADER
1
16
17
32
1008
Source Port
Dest. Port
length
Checksum
DATA
1012
1010
1014
1016

Figure 10

255.100 = travel category
255.100.1 = Travel. Air topic
255.100.11 = Travel. Air. Domestic sub-topic
255.100.111 = Travel. Air. Domestic. American Airlines

255.200 = Retail
255.200.1 = consumer electronics
255.200.2 = clothing
255.200.3 = Appliances
255.200.31 = " .washers
255.200.32 = " .Dyers
255.200.33 = " .Stoves
255.200.333 = Retail. Appliances. stoves. Gas
255.200.333.3 = Retail. Appliances. stoves. Gas. viking brand

Figure 11

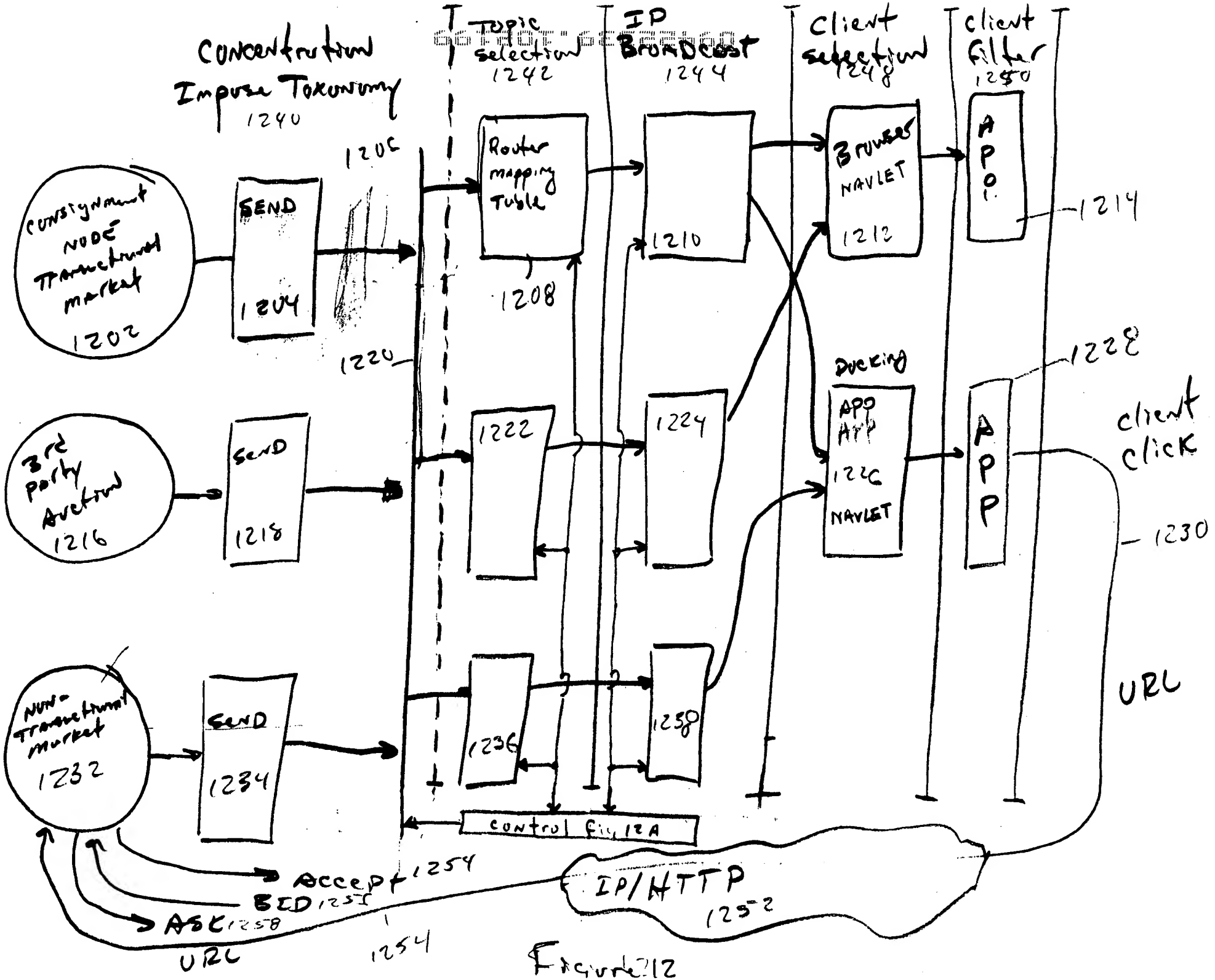

Concentration
Impose Taxonomy
1240
Topic selection
1242
IP Broadcast
1244
Client selection
1248
Client Filter
1250
Consignment node transactional market
1202
SEND
1204
120C
Router mapping Table
1208
1210
Business navlet
1212
APP
1214
1220
3rd party Auction
1216
SEND
1218
1222
1224
Docking APP
122C
navlet
APP
122E
client click
1230
URL
Non-transactional market
1232
SEND
1234
1236
1238
control file 12A
Accept 1254
BID 1256
ASK 1258
URL
1254
IP/HTTP
1252

Figure 12

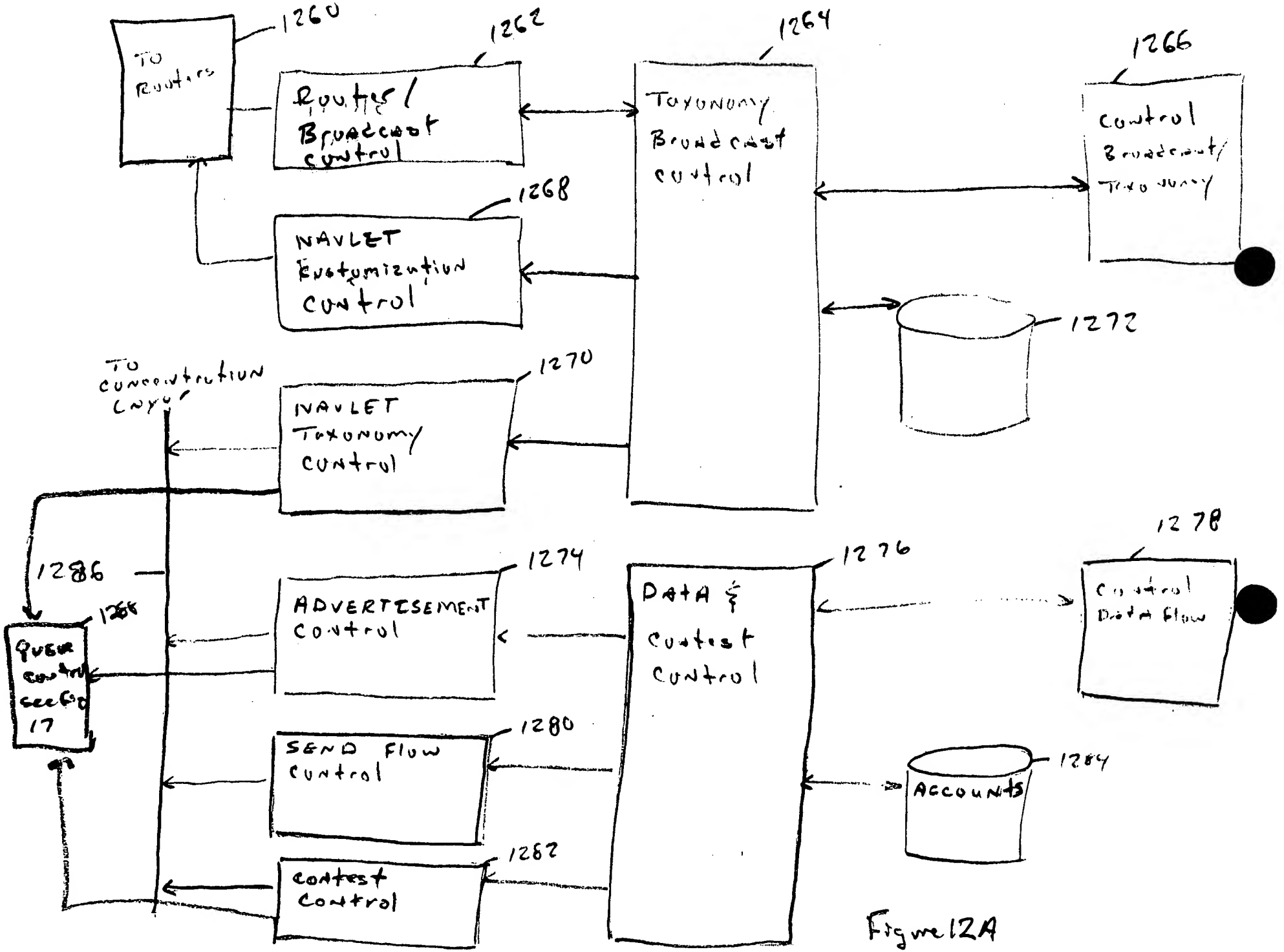
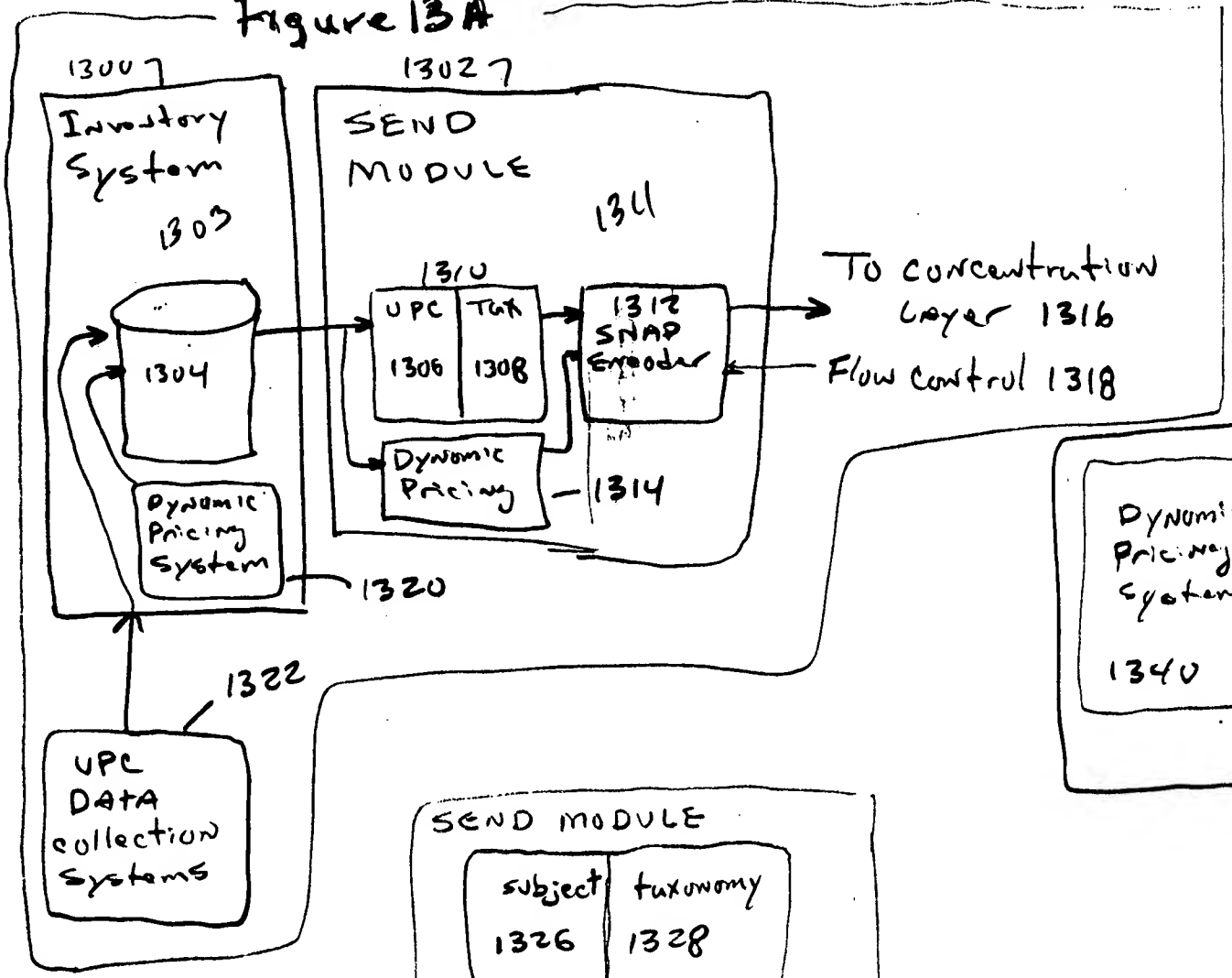

1260
TO Routers
1262
Router Broadcast control
1264
Taxonomy Broadcast control
1266
control Broadcast/ Taxonomy
1268
NAVLET Customization control
1272
TO concentration CNYU
1270
NAVLET Taxonomy control
1286
1274
ADVERTISEMENT control
1276
DATA & content control
1278
control Data Flow
1280
SEND Flow control
1284
ACCOUNTS
1282
contest control

Figure 12A

Figure 13A



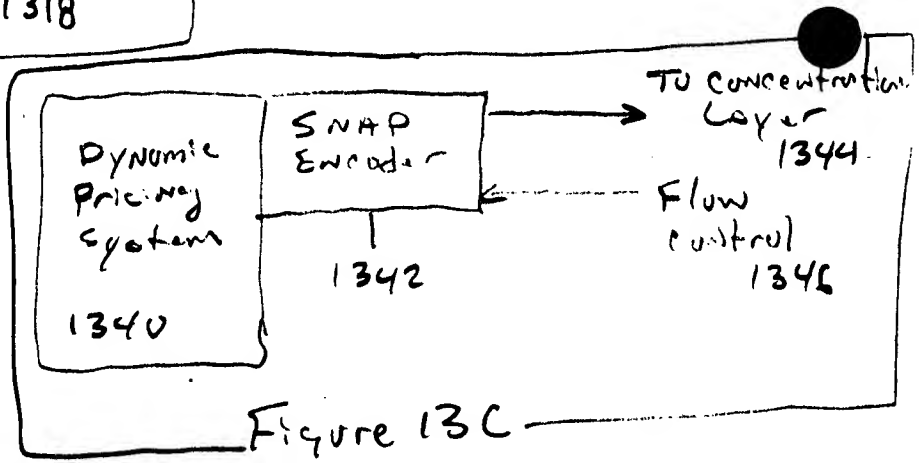


Figure 13C

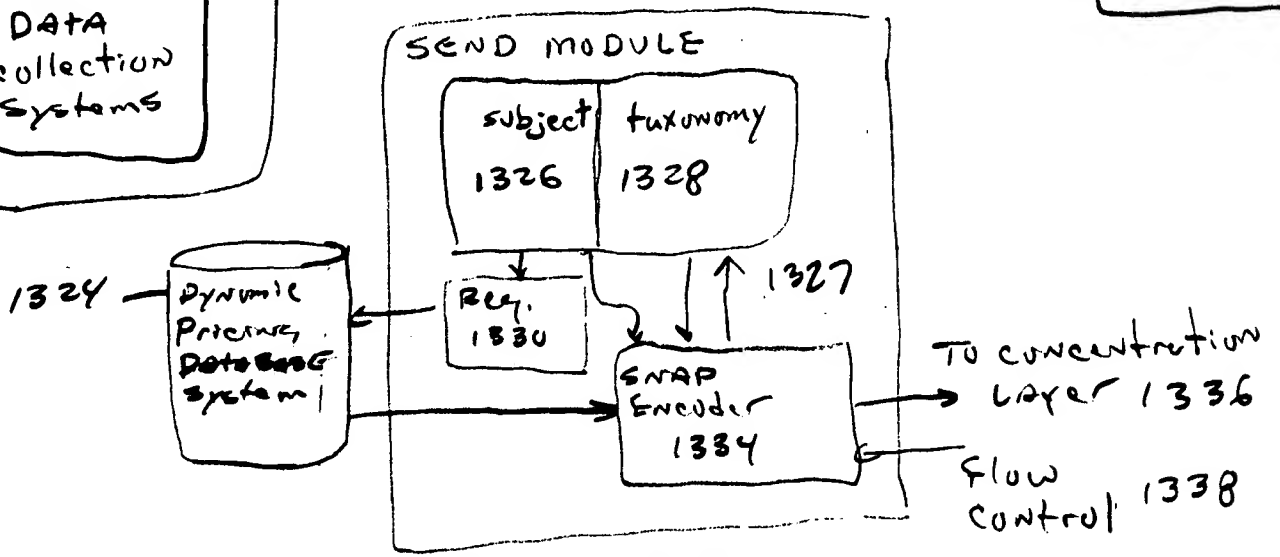


Figure 13B

Diagram of S rver & Navlet Communicati n

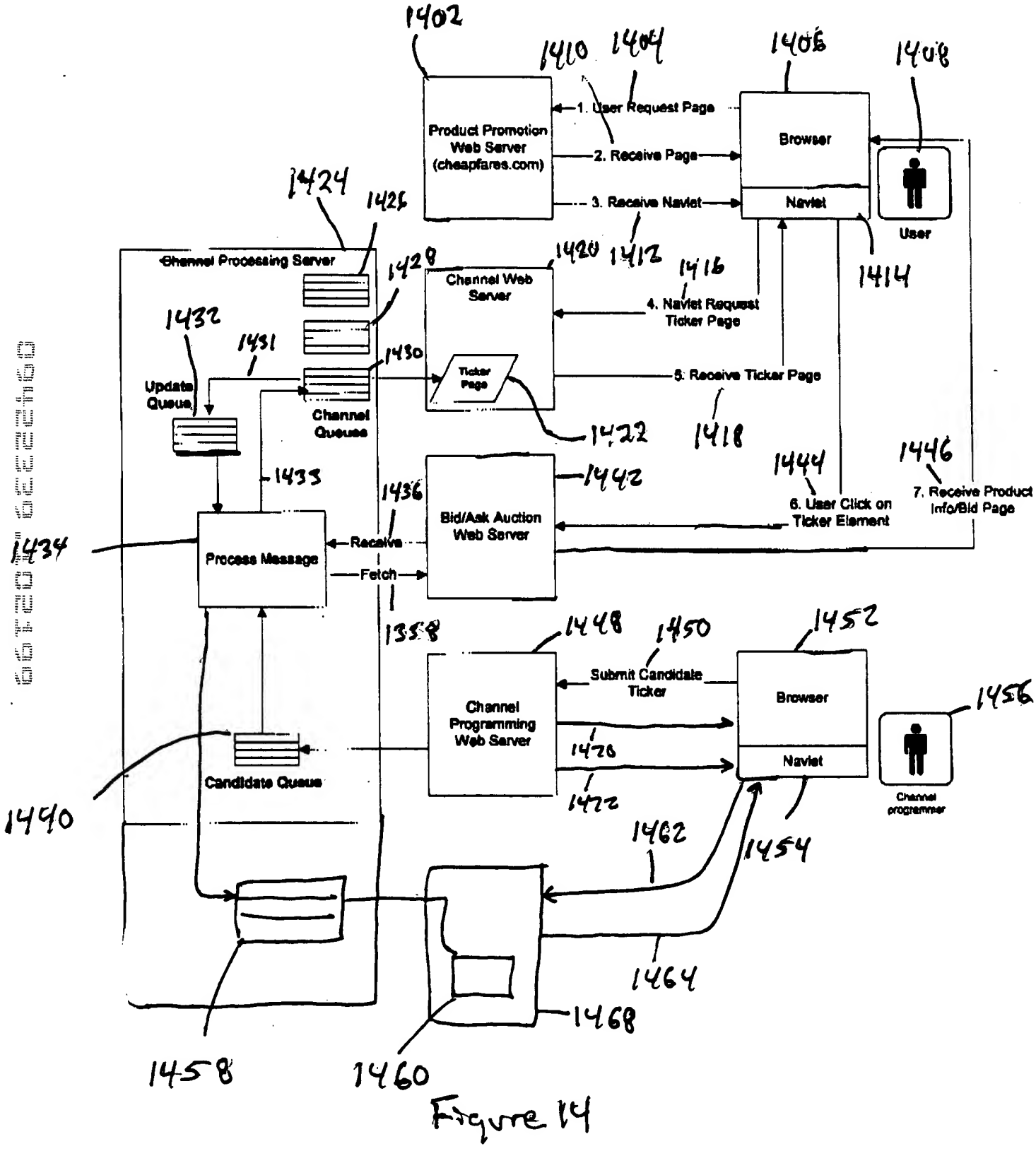


Figure 14

Diagram of us r interati n with w b site f r candidate item submission to the ticker rver

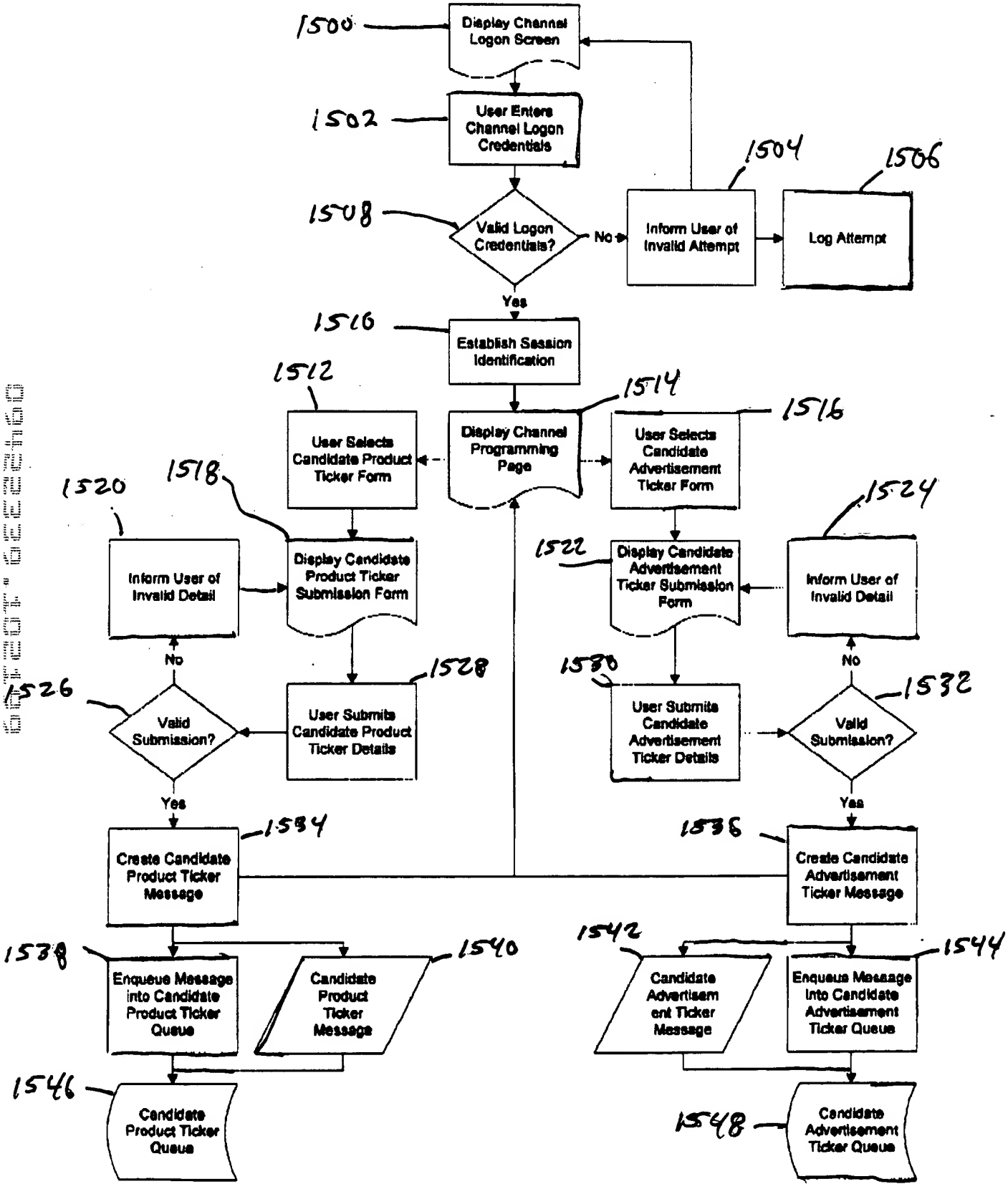


Figure 15

Diagram for Pr cessing Submitted Candidate Product Ticker Items

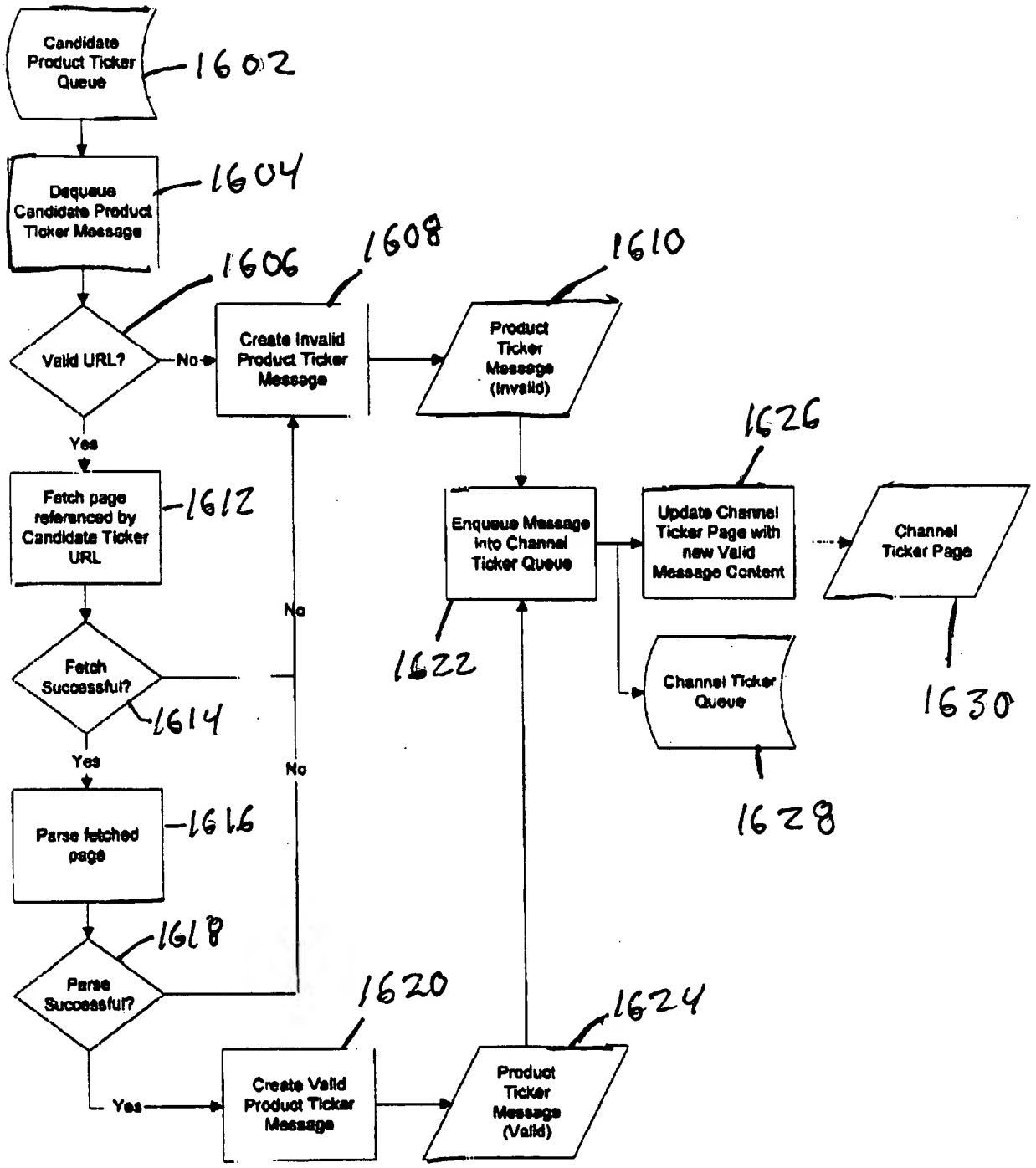


Fig 16

Diagram for R freshing Tick r Data

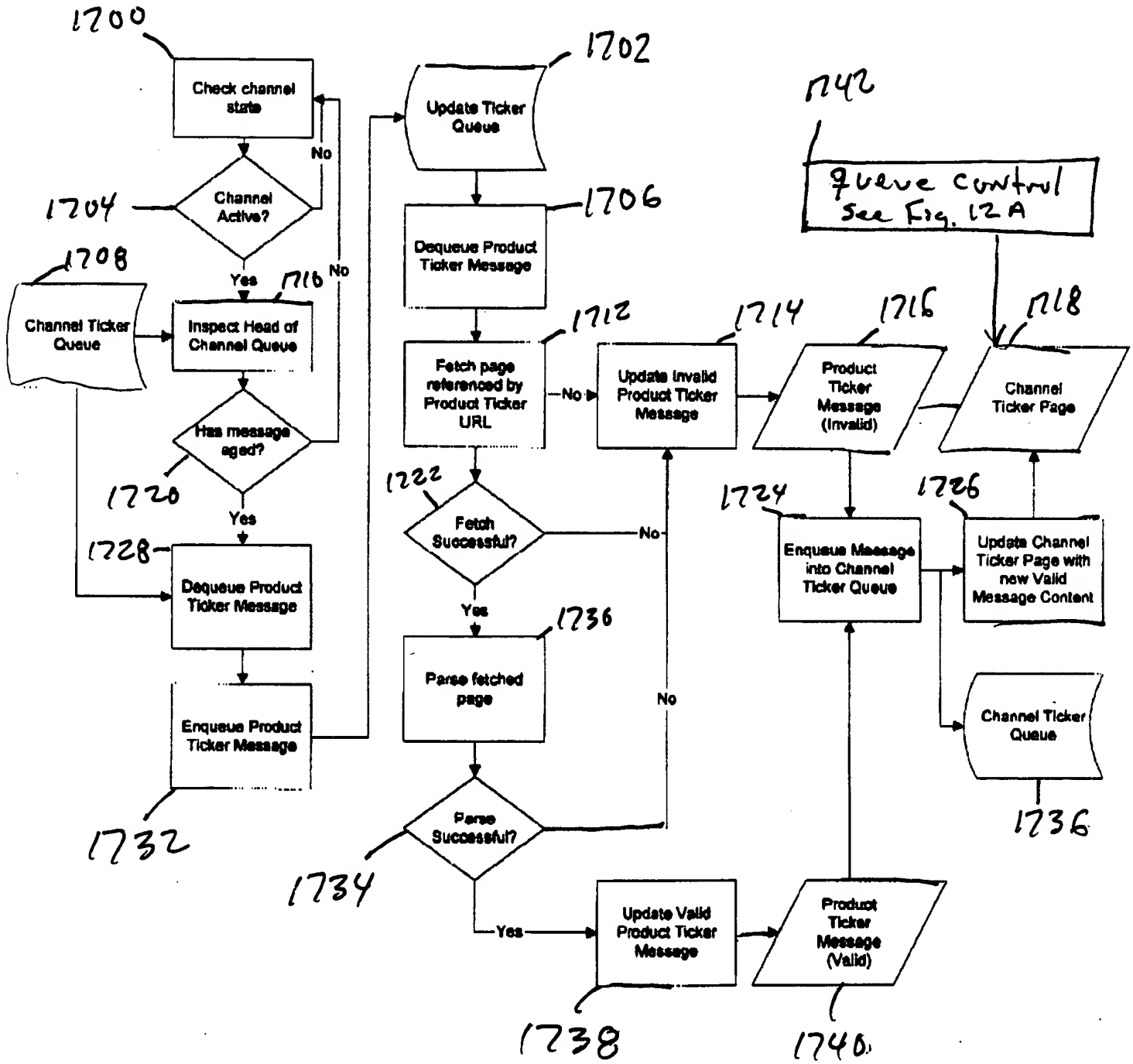


Figure 17

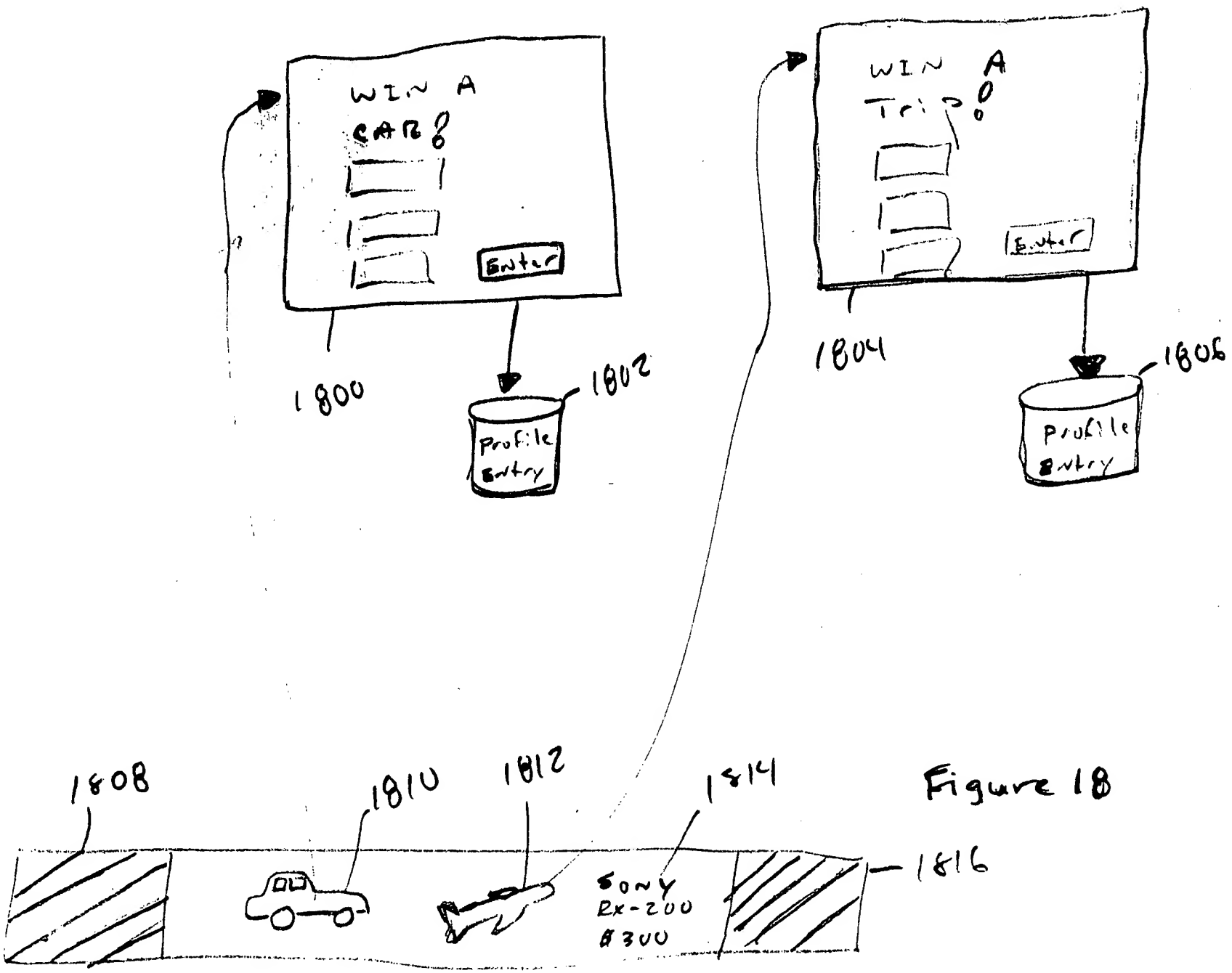
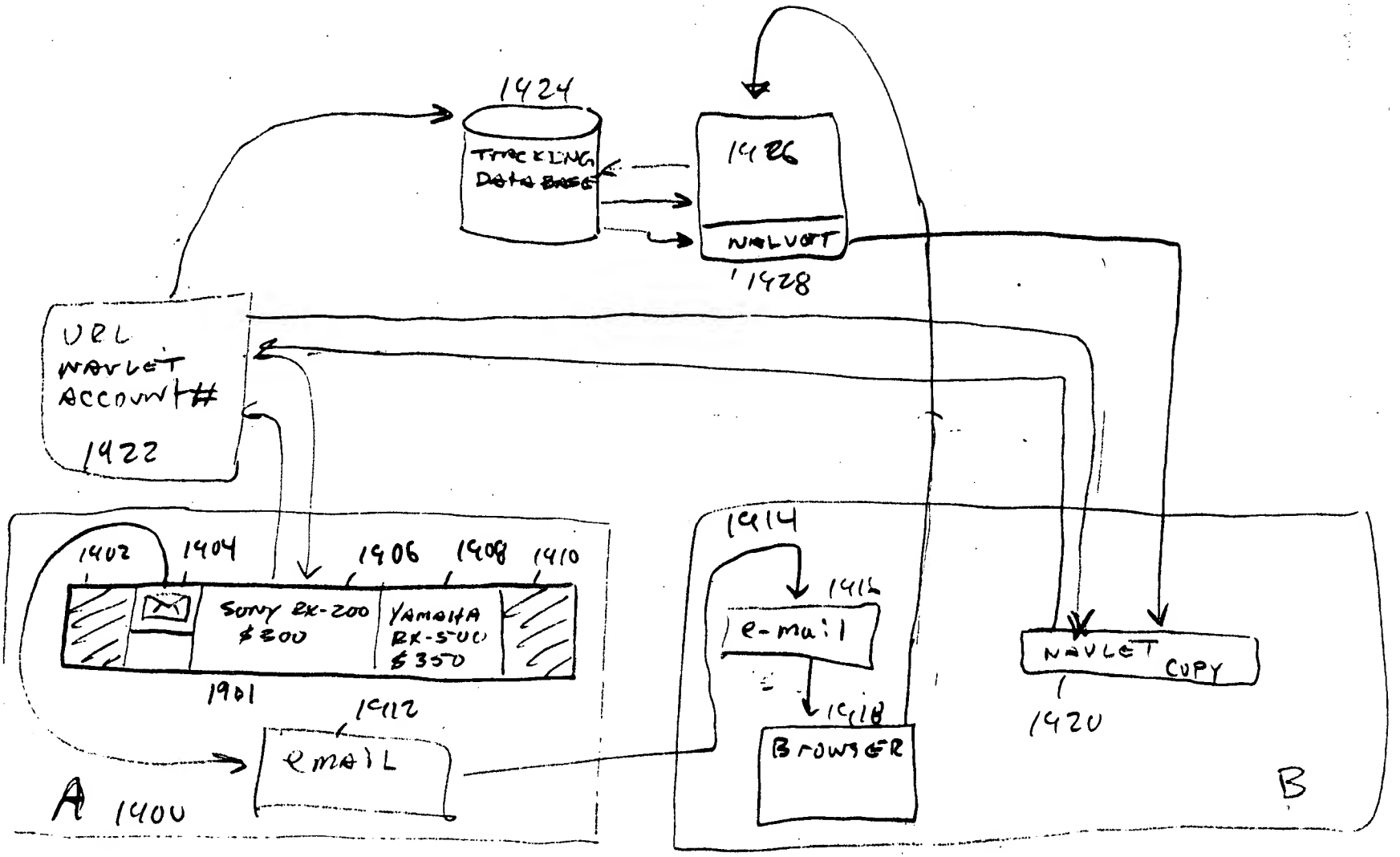

WIN A CAR?
Enter
1800
1802
Profile Entry
WIN A Trip?
Enter
1804
1806
Profile Entry
1808
1810
1812
1814
SONY RX-200 8300
1816

Figure 18

Figure 19


1424
TRACKING DATA BASE
1426
NAVLET
1428
URL
NAVLET
ACCOUNT#
1422
1402
1404
1406
1408
1410
SONY EX-200 $200
YAMAHA EX-500 $350
1401
1412
e mail
A 1400
1414
1416
e-mail
1418
BROWSER
NAVLET COPY
1420
B